



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
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Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (134170)
National/Political
/06318928

Invoice 631080
Inv Date 9/30/2012
Terms Net 30
Contract 331845
Bill Type Standard
Period 8/27/2012 - 9/30/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY JR 9/18
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/1/2012 10:58:34AM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:	TODAY 7-8A/1							
	Spot	7:00:00AM- 8:00:00	Day, W-2, Th-1, F-1	09/19/12 7:23AM (We)	00:30	Today Show	BCTV1201H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, W-2, Th-1, F-1	09/19/12 7:57AM (We)	00:30	Today Show	BCTV1203H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, W-2, Th-1, F-1	09/20/12 7:21AM (Th)	00:30	Today Show	BCTV1201H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, W-2, Th-1, F-1	09/21/12 7:58AM (Fr)	00:30	Today Show	BCTV1203H	\$850.00	
2.0	Contract Line Remarks:	TODAY 7-8A/2							
	Spot	7:00:00AM- 8:00:00	Day, M-1	09/24/12 7:29AM (Mo)	00:30	Today Show	BCTV1203H	\$850.00	
3.0	Contract Line Remarks:	TODAY 8-9A/3							
	Spot	8:00:00AM- 9:00:00	Day, W-2, Th-1, F-1	09/19/12 8:37AM (We)	00:30	Today Show	BCTV1203H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, W-2, Th-1, F-1	09/19/12 8:59AM (We)	00:30	Today Show	BCTV1201H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, W-2, Th-1, F-1	09/20/12 8:33AM (Th)	00:30	Today Show	BCTV1203H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, W-2, Th-1, F-1	09/21/12 8:51AM (Fr)	00:30	Today Show	BCTV1203H	\$800.00	
4.0	Contract Line Remarks:	TODAY 8-9A/4							
	Spot	8:00:00AM- 9:00:00	Day, M-1	09/24/12 8:43AM (Mo)	00:30	Today Show	BCTV1201H	\$800.00	
5.0	Contract Line Remarks:	NEWS 6-7A/6							
	Spot	5:59:04AM-Channel	Day, M-1	09/24/12 6:27AM (Mo)	00:30	Channel 11 News 6am	BCTV1203H	\$1100.00	
6.0	Contract Line Remarks:	ELLEN/7							
	Spot	10:00:04AM- Ellen	Day, W-2, Th-1, F-1	09/19/12 10:30AM (We)	00:30	Ellen	BCTV1203H	\$450.00	
	Spot	10:00:04AM- Ellen	Day, W-2, Th-1, F-1	09/19/12 10:45AM (We)	00:30	Ellen	BCTV1203H	\$450.00	
	Spot	10:00:04AM- Ellen	Day, W-2, Th-1, F-1	09/20/12 10:29AM (Th)	00:30	Ellen	BCTV1201H	\$450.00	
6.0	Spot			09/21/12			1 preempt @ \$450.00	\$0.00	Marked as Did not Air
7.0	Contract Line Remarks:	ELLEN/8							
	Spot	10:00:04AM- Ellen	Day, M-1	09/24/12 10:37AM (Mo)	00:30	Ellen	BCTV1203H	\$450.00	
8.0	Contract Line Remarks:	JUDY 4-430P/10							
	Spot	4:00:04PM- Judge Ju	Day, M-1	09/24/12 4:20PM (Mo)	00:30	JUDGE JUDY 4P	BCTV1203H	\$550.00	
9.0	Contract Line Remarks:	NEWS 6-630P/11							
	Spot	6:00:04PM-CHANNE	Day, Sa-1	09/22/12 6:28PM (Sa)	00:30	CHANNEL 11 NEWS	BCTV1203H	\$850.00	
10.0	Contract Line Remarks:	JEOP 7-730P/12							
	Spot	6:59:29PM- Jeopardy	Day, W-2, Th-1, F-1	09/19/12 7:00PM (We)	00:30	Jeopardy	BCTV1203H	\$2200.00	
	Spot	6:59:29PM- Jeopardy	Day, W-2, Th-1, F-1	09/19/12 7:26PM (We)	00:30	Jeopardy	BCTV1201H	\$2200.00	
	Spot	6:59:29PM- Jeopardy	Day, W-2, Th-1, F-1	09/20/12 7:00PM (Th)	00:30	Jeopardy	BCTV1201H	\$2200.00	
	Spot	6:59:29PM- Jeopardy	Day, W-2, Th-1, F-1	09/21/12 7:13PM (Fr)	00:30	Jeopardy	BCTV1203H	\$2200.00	
11.0	Contract Line Remarks:	JEOP 7-730P/13							
	Spot	6:59:29PM- Jeopardy	Day, M-1	09/24/12 7:24PM (Mo)	00:30	Jeopardy	BCTV1201H	\$2200.00	
12.0	Contract Line Remarks:	WHEEL 730-8P/14							
	Spot	7:30:04PM- WHEEL C	Day, W-2, Th-1, F-1	09/19/12 7:38PM (We)	00:30	Wheel Of Fortune	BCTV1203H	\$2200.00	
	Spot	7:30:04PM- WHEEL C	Day, W-2, Th-1, F-1	09/19/12 7:53PM (We)	00:30	Wheel Of Fortune	BCTV1203H	\$2200.00	
	Spot	7:30:04PM- WHEEL C	Day, W-2, Th-1, F-1	09/20/12 7:42PM (Th)	00:30	Wheel Of Fortune	BCTV1203H	\$2200.00	
	Spot	7:30:04PM- WHEEL C	Day, W-2, Th-1, F-1	09/21/12 7:47PM (Fr)	00:30	Wheel Of Fortune	BCTV1203H	\$2200.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
13.0	Contract Line Remarks:	WHEEL 730P/15							
	Spot	7:30:04PM-WHEEL	Day, M-1	09/24/12 7:44PM (Mo)	00:30	Wheel Of Fortune	BCTV1203H	\$2200.00	
14.0	Contract Line Remarks:	LATE NEWS/16							
	Spot	10:59:34PM-CHANNEL	Day, W-1, Th-1, F-1	09/19/12 11:28PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1201H	\$2700.00	
	Spot	10:59:34PM-CHANNEL	Day, W-1, Th-1, F-1	09/20/12 11:21PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1201H	\$2700.00	
	Spot	10:59:34PM-CHANNEL	Day, W-1, Th-1, F-1	09/21/12 11:23PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1201H	\$2700.00	
15.0	Contract Line Remarks:	NEWS 6-7A/5							
	Spot	5:59:04AM-Channel	Day, W-2, Th-1, F-1	09/19/12 6:14AM (We)	00:30	Channel 11 News 6am	BCTV1203H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, W-2, Th-1, F-1	09/19/12 6:39AM (We)	00:30	Channel 11 News 6am	BCTV1203H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, W-2, Th-1, F-1	09/20/12 6:38AM (Th)	00:30	Channel 11 News 6am	BCTV1203H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, W-2, Th-1, F-1	09/21/12 6:23AM (Fr)	00:30	Channel 11 News 6am	BCTV1201H	\$1100.00	
16.0	Contract Line Remarks:	JUDY 4-430P/9							
	Spot	4:00:04PM-Judge Ju	Day, W-2, Th-1, F-1	09/19/12 4:11PM (We)	00:30	JUDGE JUDY 4P	BCTV1201H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, W-2, Th-1, F-1	09/19/12 4:26PM (We)	00:30	JUDGE JUDY 4P	BCTV1203H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, W-2, Th-1, F-1	09/20/12 4:12PM (Th)	00:30	JUDGE JUDY 4P	BCTV1203H	\$550.00	
16.0	Spot			09/21/12			1 preempt @ \$550.00	\$0.00	Marked as Did not Air

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$48,700.00	Total Spots	37
Commission	(\$7,305.00)		
Net Total	\$41,395.00		